



Five prestigious awards presented at the second edition of the Canadian Agri-food Export Gala

Montréal, April 23, 2008 — The Canadian Agri-food Export Gala, a presentation of the National Bank, celebrated the achievements of Canadian agri-food companies who stand out on export markets. Five excellence awards were presented by Agri-Food Export Group Québec-Canada and its partners to underscore the exceptional contribution of companies to the growing presence of Canadian agri-food products on foreign markets.

The fifth edition of SIAL Montréal, held at the Palais des congrès until April 25, began with the second Canadian Agri-food Export Gala.

Québec Prize of Excellence for Agri-food Export (MAPAQ)

The *Québec Prize of Excellence for Agri-Food Export*, offered by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ), honours a person who has shown excellence in his or her achievements and dynamism in exporting food products. The award was presented this year to **Mr. John Eggena**, sales representative in the United States for Damafro inc., a company specializing in the production of fine cheeses.

Olive d'Or 2008

Olive d'Or is an international extra virgin olive oil contest, respecting the norms of the "International Olive Oil Council" and also a prestigious showcase & tasting area at the SIAL Montréal show. The olive oils are divided into three categories: light fruity, fruity medium and strong fruity. The Jury chaired by Mrs. Christine Cheylan took place on the 21st and 22nd of April. The winners of each category are:

	Light Fruit flavour	Medium Fruit flavour	Strong Fruit flavour
"Goutte d'Or":	Hacienda Iber "Arbequina"	Fuente la Madera	Portico de la Villa
"Goutte d'Argent":	El Empiedro	Vanja Dujc	Extra Virgin Oile Oil DOP : Planeta
"Goutte de Bronze":	Santiago Premium Extra Virgen Olive Oil	Fabrini	Rincon de la Subbetica

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Trends & Innovations Award

The Trends & Innovations Grand Award is presented to **Theobroma Chocolat**, the most innovative product selected in the 10 Trends & Innovations awards. Three stages of selection have been created with the collaboration of expert and personalities from the food industry. This contest, chaired by Xavier Terlet, Expert for the SIAL (Paris-Shanghai-Montreal) took place last Thursday on April 17th, 2008. Followed by a jury of ITHQ students specialized in hotel & restaurant management.

Canada Brand Award

Offered by Agri-Food Export Group Québec-Canada, the *Canada Brand Award* was created to spotlight the contribution of firms that promote the Canada brand image in the sectors of food and agriculture. By doing so, they improve Canada's reputation as a premium supplier that can be relied on not simply to fulfil customers' expectations, but to exceed them. This year, the award goes to **Les Plats du Chef**, a business based in Dollard-des-Ormeaux, Québec. The company has already been honoured several times since it began exporting 11 years ago. It is also the first Canadian agri-food company to be certified "carbon neutral".

Canadian Exporter of the Year/Business Category

The award, also offered by Agri-Food Export Group Québec-Canada, honours a company that has succeeded in standing out because of its strategic export approach. This year, the award goes to **Origin Organic Farms Inc.**, from Delta, British Columbia, which exports 80% of its production to the United States and several Asian countries. It is the largest organic vegetable greenhouse operation in North America. The company was created in 1998 and has over 200 employees.

These prestigious awards were presented during the second Canadian Agri-food Export Gala, which brought together over 500 key players in the various agri-food sectors. The gala was presented by the National Bank and organized by Agri-food Export Group Québec-Canada, the largest association of Canadian agri-food companies involved in exports.

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